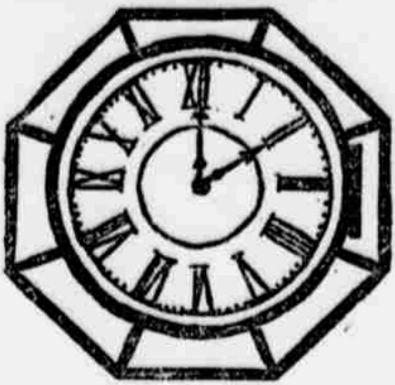


# FRIDAY AFTERNOON SALES

With the great "Petersburg Mill" sale of Silks, the wonderful offerings in Black Dress Goods and the stock of Peerless Enameled and Agate Ware from New York's big auction (the leading feature of our Housefurnishings Sale) we add for today the trade-winning event.



Sale No. 1

At 2 O'clock

## In the Basement.

Think of it! Right in the midst of the greatest Annual Sale of Housefurnishings this store has ever known, we pause to give these extraordinary Friday Sale Bargains. The sale includes thirty thousand pieces of Peerless Enameled and Agate Ware bought at practically one-half price, and being sold in the same proportion. Don't miss it.

These at 2 o'clock for one hour:

**COAL HODS, 12c:** Think of buying the very best of Japaned Coal Hods for that money. Full size and strongly made. Worth 25c. For one hour.

**AGATE TEA AND COFFEE POTS, 10c:** One of the biggest bargains of the day, a lot of full size 1 1/2 and 2-quart Agate Tea and Coffee Pots—the very best quality of nickel agate, worth 25c. For one hour.

**AGATE DISH PANS, 25c:** You know we bought 30,000 pieces of Enamel Ware at that New York Auction. Among the lots were these real Agate Dish Pans, full 14-quart (almost 15-quart) size, with side handles. Good value at 50c. For one hour at only.

**CARPET TACKS:** Most house cleaning time when you'll have need for a lot of them. 6, 8, 10, 12 and 14-ounce. Tacks for one hour, 12 papers for.

**TIN WASH BOILERS:** The very best grade of American Tin, pressed into full size No. 9 Wash Boilers; better than most sorts at double the price.

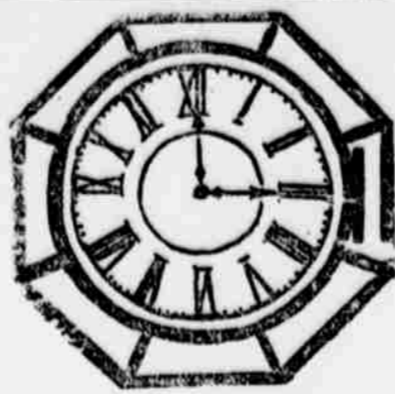
**PORCELAIN CUPS AND SAUCERS:** Finest white, of course, and in three styles and sizes, any of which would be cheap at 6 cents each. For one hour at.

**DINNER BUCKETS:** Standard size, made of best grade of tin with slip cup, steel ears and brass springs, collar and cup seamless. Great value at.

**GALLON OIL CANS:** Giving you choice for an hour of either glass or copper bronzed cans that are never sold for less than 25c. A great bargain at.

**VEGETABLE DISHES:** finest plain white porcelain with covers, good big size and never sold in any store for less than 10c. Just for an hour at.

Sale No. 2



At 3 O'clock

## In the Basement

**SALE OF CANNED SWEET CORN:** Nine times out of ten when you see "New York State Sweet Corn" on a bill of fare you'll order it; but how seldom you get the genuine. It comes principally from the famous Genesee Valley in Western New York, grown amidst the most fertile lands in the Empire State. This particular brand we offer on Friday is the "Maiden's Blush," grown near and packed at Franklinville, N. Y. Look it up on the map. Buy your supply on Friday and prepare to enjoy your greatest feast of Sweet Corn. Sold all over at 11c the can. For one hour. **FOUR CANS FOR.....**

## On Main Floor

**DRESS GOODS:** In connection with the unusual sale of Black Silks and Dress Goods we shall offer for one hour on Friday fifteen pieces of 54-inch all-wool Victoria Suitings, made from the finest quality of Angora wool, soft finish and fast dye, very much suited to the making of traveling costumes in shades of light grey, medium oxford, medium and dark brown, garnet national, red, navy and in black. These goods were bought expressly to sell at 75c the yard. They offer great saving to you at. (Not more than two Dress Patterns to a buyer.)

**GINGHAM APRONS, 14c:** Suppose you buy enough of the best quality of Gingham to make you an Apron; count your time, etc.—what would it cost you? Double to three times what these Aprons will cost you, we reckon. Fine heavy gingham in splendid patterns, of good length and home-work finish. One hour.

**CLOTH OVERGAITERS, 15c:** Haven't you felt the need of Overgaiters since the snowflakes flurried down? They keep the whole body warm, are comfortable and, withal, dressy. Best black cloth, full 7-button lengths and cheap at a quarter. For just an hour at.

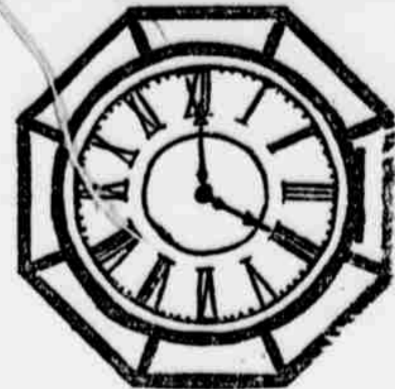
**ORIENTAL PILLOW TOPS, 12c:** Buy two or three and some of these long evenings when you've the time, do a little stitching, add a bit of filling and two handsome pillows are yours. These are rich Oriental designs; do not require any embroidery work, though a little tinsel braid richens the effect in some of them. Others are the "Rag-time" and cake-walk" tops so universally admired. Worth up to 50c, all at.

## On Third Floor.

**FINEST INGRAIN CARPETS:** After all, there's some satisfaction in buying the best, if price is right. That's where lucky carpet buyers will have a great chance Friday. Here is the offer: Two thousand yards of very best extra super, strictly all-wool Ingrain Carpets in a splendid variety of the newest 1901 patterns—the choicest pickings of America's greatest Carpet Mills.

Considered cheap at 75c the yard. For one hour at.

Even with so much going on here, we don't forget our duty to Friday. These Sales are as necessary to us as the weather changes. When a thousand buyers scramble for lace as they did last Friday, don't you think they're interested, and that the sales are interesting? And every item here is just as good value in proportion as that lace was last week.



Sale No. 3

At 4 O'clock

## On Main Floor.

**SALE OF TORCHON LACES:** Most every undergarment this season is adorned with lace (mostly Torchons); even the undersuits for summer are profuse with lace. So if you're making your own garments, here is a choice lot of machine-woven Torchons in both edgings and insertings; quite a variety of widths and a wonderful profusion of patterns. For one Hour.

**SALE OF EMBROIDERIES:** What is true of laces is also true of embroideries. All the fashion magazines tell us it is an "embroidery season." A fine variety of Cambric and Nainsook edgings and insertings for Friday—up to six inches wide; newest and richest patterns. Worth up to 20c the yard. All to go at.

**FINE BED SPREADS:** 125 kind, 92c: Never sold them for so little before. Never could afford to and would not now had we not bought an immense quantity for this special purpose. Full size and in the most perfect copies of real Marseilles patterns—more than a half dozen of them. A bargain at 1.25. One Hour at.

**LADIES' BLACK HOSE, 7c:** Ideal for every day wear. Made of fine cotton, strictly fast color and seamless with double heels and toes. All sizes in the lot and a bargain if offered at ten cents. Friday afternoon for One Hour.

**MISSIES' UNDERWEAR, 15c:** Vests and Pants. Here is a big and special lot of fine cotton lined in corn; shaped and finished with taped necks. Never sold for less than twenty-five cents. Friday afternoon for One Hour only.

## On Second Floor.

**BOYS' KNEE PANTS, 75c value, 39c:** All sizes from three to seventeen years and the greatest bargain of the year. About six hundred pairs all told—the clean-up of a manufacturer's stock. That accounts for the wide range of materials and patterns. Strictly all-wool, perfectly tailored and finely finished. The regular price would be seventy-five cents. For One Hour at only.

# JONAS LONG'S SONS.

## FIRE AND WIND

(Continued from Page 1.)

had been made to fight the fire from the rear. Chief Ziehlmann, when he sized things up, realized the necessity of throwing water in from the back, and he ordered the Eagles and the Neptunes around there. These two companies continued battling with the blaze in the rear until the fire was under control.

### SLIGHT EXPLOSIONS.

Shortly after 3 o'clock there were several slight explosions in the Matthews building, caused by chemicals. These went on until the flames from the front of the building almost half-way across the street, followed by great clouds of dense, black smoke, which hurried up more rapidly than ever.

Mayor James Moir, who had been on the scene ever since the beginning of the fire, became alarmed at this and believing that the local department was not sufficiently large to cope with the conflagration, he telegraphed to Wilkes-Barre for two steamers from that city, and made arrangements with the Delaware and Hudson company by which a special train was to be had for their transportation.

At 3:15 o'clock the wall between the Henwood building and the Matthews building fell, with a mighty crash, carrying with it everything but the front and rear walls of the two structures and leaving nothing but a fiercely burning mass of ruins, where little more than an hour before there had stood two bustling mercantile establishments.

It began to look at 3:30 as if the fire would be stopped at the Crane building and Mayor Moir accordingly sent another telegram to Wilkes-Barre, countermanding his previous request for two steamers. About an hour later he received the following reply from Mayor Nicholas:

### WILKES-BARRE READY.

When your telegram arrived we had made all preparations for the transportation of the two steamers. And glad to hear our services are not required.

The fire, however, was not stopped at the Crane building, though nearly everyone, including Chief Ziehlmann, believed that it would be. The flames got into the third floor, rear of the Crane building shortly before 4 o'clock, and spread rapidly throughout the entire building, the fire and smoke proving splendid fuel for the blaze.

The Hook and Ladder's aerial ladder was raised to the top floor of the Crane building and a number of the members of that company clambered up with a hose to the roof of the three-story Morris building, which adjoins. They weren't able to accomplish much, on account of the slim supply of water. There wasn't any force whatever to their stream and despite the fact that they pushed it right through the front window, the flames burst in its face and almost burned the top off the ladder.

Permanent Man Adam Steinhauser crept out on the cornice and grabbed the ladder, pulling it to safety, despite the flames and smoke, which almost completely enveloped him. He was loudly cheered by the crowd.

At this juncture, the two first real powerful streams of water which had been in use since the fire started, were thrown from the street into the building, and after a hard fight, the blaze in the front of the building was extinguished, but not until it had been almost completely destroyed.

The men at work in the rear of the Crane building were not so successful, however, and despite their best efforts, the flames forced their way into the Morris building, which is occupied on the ground floor by Richard & Wirth, the clothiers. The rear of the clothing store was burned and a little of the back portion of the second and third floors also, but practically speaking, the flames may be said to have skipped this building.

At 5 o'clock they got into the basement of the second Morris building, which is occupied on the ground floor by Ruddy & Kane as a saloon, known as the Rutledge, and which adjoins the Rutledge, and which adjoins the Rutledge & Wirth. An effort was made to confine them to the basement, both from the front and rear, but this proved unsuccessful and the front windows were broken by order of Chief Ziehlmann, when immediately a mass of flames and smoke burst out onto the street.

### SALOON ON FIRE.

Several streams were directed into the saloon, but they were of no avail, for the flames burst through into the second floor, occupied by Fuhrman, the decorator, and from there to the third floor almost before the firemen knew where they were at. Great volumes of water were pumped into it, but the flames got in their work with relentless fury, and by 6 o'clock the whole place was destroyed.

The fire was finally stopped at the Morris building, occupied by the shoe store of Lewis, Ruddy, Davies & Murphy and Miss Eva Hetzel, which is next to the Rutledge and which adjoins the First National bank building, which stands on the corner of Wyoming avenue. The rear end of this building was slightly burned and the stocks of the two firms above mentioned were almost completely ruined by water.

All last night the fire continued to smolder and occasionally burst out in broad blazes in the upper stories of the Crane building, and early in the evening the flames commenced to burn down into the roof of the E. Morris building. Before a strong stream could be secured, however, steady streams had been turned onto the roof and the embryo blaze put under control.

The apartments on this floor were occupied by Miss Houck and Miss Hetzel as living apartments. A hose was brought up after the start of the fire and several firemen stationed there during the night, who directed a steady stream from the window onto the adjoining Morris building. The basement flames did not extend beyond Ruddy & Kane's saloon, where, after the entire place was gutted, the devouring element seemed to have its fill, and was halted by a strong brick wall between the saloon and the adjoining shoe store of Lewis, Ruddy, Davies & Murphy.

### THEY WORKED HARD.

Throughout the night the firemen continued working their hardest. "All we have to do now is to keep on pumping water into the place," panted a hard-working Columbia man, and this was, in fact, all that remained for the

tired, ragged out men to do. What- ever may be said about the judgment which directed the handling of the fire, one great measure of praise can be given the firehobbies for the courage, determination and general spirit shown by them during a day when everything contrived to make it as hard a problem to fight a fire as has ever been solved by a fire department.

From the moment that the first salined headway the Henwood, Matthews and Norton buildings were masses of flame, fiery furnaces from which any man might be scorched from rushing into. The day itself was cold and bleak, at 2 o'clock, and grew steadily colder throughout the afternoon, until every man's fingers were numbed stiff, and the men working from outside the building were covered with sheets of thin ice. Yet no man flinched from his duty.

That the task was not devoid of danger was evidenced during the day by the number of accidents. Besides those which occurred to Harry Walsh and Driver Tom Campbell, of the Phoenix chemicals, as narrated above, Edward Cooney, of the Crystals, was injured by sustaining a fifteen foot fall on the Henwood building. He was taken to the Lackawanna hospital, where his hurts were, fortunately, not found serious.

### OVERCOME BY HEAT.

George Hufnagel, of the Centuries, was overcome by the heat while working on the roof of the Crane building about 3:55 o'clock and was brought off the structure by several of his companions. Dr. Claude Walker, of the Lackawanna hospital, advised him after the fireman was unconscious for several minutes. Dr. Walker was on the scene during the greater part of the afternoon and his professional services were in demand during most of the time. Another fireman, name unknown, was pinned into a corner of one of the buildings and blocked there for several minutes while a heavy stream poured over him.

The cold February blasts got in their work and a few minutes later he fainted away, partly frozen. Hot whiskey and a warm room soon brought him to.

George Connors, the veteran engineer of the Crystals, was another of the injured. His hand was badly cut. Of the car accountants a number were hurt by flying glass while making their hurried departure from the building and breaking the glass doors separating the car record office from H. S. Pease's store room. They were Thomas Gerrity, Thomas Judke, William Keegan and P. G. Secoy. One of the girls working in Horat's tailor shop had her hair set on fire and head badly singed by flying sparks while going down the fire escape at the time that the accountants made their escape.

### ORIGIN OF THE FIRE.

The fire originated in the Henwood building, at 214-218 Lackawanna avenue, a large four-story structure, with limestone front. A live wire in the motor room of the passenger elevator was the primary cause of the blaze. The elevator was resting in the basement of the building, with its door open. The motor room was close, the woodwork caught fire and the flame shot up the shaft and on its upward journey fired the staircase.

The head of the shaft burned fiercely, and the flames in lightning time filled the apartments of Photographer Oscar Henwood and Dr. C. H. Tilton, on the top floor. The furnishings of the office acted as fuel for the blaze, and it was not long before a lurid sheet of fire shot through the roof. Thus it was in the roof and basement of the big building that lay the seed of the conflagration which destroyed half of Lackawanna avenue's 200 business block, and consumed about half a million dollars' worth of property.

The Henwood building, which was owned by the Richard Henwood estate, was occupied on the ground floor by M. J. Horan, a clothier. The basement was occupied by J. D. Williams & Bro., whose store is in the adjacent building as a store room. On the second floor was the wholesale grocers' furnishing establishment of B. Moses & Co., which occupied this entire section.

### HENWOOD TENANTS.

About fifty clerks of the Delaware, Lackawanna and Western railroad car accountants' department and retail offices on the third floor, part of which was also used by H. C. Pease & Co. for the storage of a number of billiard tables. On the fourth floor Dr. C. H. Tilton, dentist, rented the three rooms formerly known as the offices of Dr. Henwood, Photographer Oscar Henwood, also had three rooms on this floor, the balance of which was used by Mr. Horan as tailor shops.

The building was a large and handsome one, and the factors in lending it the flames in the first place, had not a little to do in its destruction. It offered little resistance to the flames.

To the left of the structure was the Matthews building. This was owned and entirely occupied by Matthews Bros., wholesale and retail druggists, and was a four-story edifice of the same style of architecture and structure as the Henwood building. Next to this was the Norton building, which was occupied by M. Norton's book and stationery store. J. Berghausen, carpets and drapery, was stationed in the upper two floors. The Norton building was of the same construction as the Henwood and Matthews.

### THE CRANE BUILDING.

F. L. Crane, furrier, owned the Crane building, the next above Norton's. This was a four-story structure, two floors of which were utilized by Mr. Crane himself for his furrier business, while Mrs. C. C. Cushman's millinery apartments were on the upper floors.

Golden & Walsh, of Parsons, owned the next building, the ground floor of which was occupied by the clothing firm of Richards, Wirth & Lewis. Maurice D. Breschler conducted a furriers' business on the second floor, Ruddy & Kane's hotel was on the ground floor of the building above this, also of three stories, and owned by E. Morris. Of the upper two stories, S. J. Fuhrman & Bro., awnings and decorations, used the second floor. The third was unoccupied. The building next to this was owned by S. Morris, the ground floor of which was occupied by Lewis, Ruddy, Davies & Murphy, the shoe firm.

On the second floor were the apartments of E. M. Hetzel, hair dresser.

Next to this comes the First National bank. The bank is on the first floor and on the second are the offices and apartments of Dr. G. E. Hill, dentist, and Dr. N. Y. Lock, The Ezra Griffin post, Grand Army of the Republic, rooms are on the third floor.

### BUILDINGS ADJOINING.

In the opposite direction from the Henwood building are the Shopland building, occupied by J. D. Williams & Bro., the Four Cent Store and The Fashion, William Nieboer's dry goods store. The National Express company's offices are in the next building, and Goldsmith Bros., shoe dealers, occupy the four floors of the adjoining structure. At the corner is Mangan's hotel.

When the flames were seen bursting out of the windows of Grambo's gallery and Dr. Tilton's offices, the great crowd of spectators which had gathered gave involuntary gasps, and concluded that the entire block was doomed.

However, the blaze was effectively blocked by the double brick wall between the Shopland and Henwood buildings. Past disastrous experience resulted in a wall of tremendous resisting power being built between the two structures. Two double walls were erected against each other, giving a total thickness of twenty-four inches, with a thickness of about thirty-two inches at the bottom. In addition to this the doors joining Williams' basement with their storage rooms in the Henwood building were zinc lined, and these being hurriedly closed at the beginning of the fire, any communication from this quarter was effectively avoided.

### WIND AIDED FLAMES.

In addition the wind opportunely blew the flames in the opposite direction and the buildings on the left side of the Henwood doomed from the first, bore the brunt of the conflagration and the flames which tried to eat their way through the big wall, were put under control early in the afternoon.

At 5:07 o'clock the first explosion occurred, which was caused by the lighting of oils in the Matthews building. The force of the explosion scattered small timbers in every direction, and several of the firemen who were handling a stream were knocked down and slightly injured.

Another explosion of chemicals occurred in Matthews drug store at 3:20 o'clock and caused a seething mass of flames, followed by volumes of smoke to rush out through the front windows. The flames also shot high into the air and scattered their destructive sparks over the adjoining buildings.

The streams of water were totally inadequate to cope with the flames, and much trouble was caused by bursting hose and broken connections. Three streams were pouring into the Matthews and Norton buildings, and at 3:15 o'clock portions of the walls between the Norton and Henwood buildings fell with a crash, carrying floors, and heavy iron supports with them.

Another explosion occurred at 3:30 o'clock, which seemed to come from the Norton building, and the hose and men in front were given a temporary setback by the force of it. The hose was blown out of the window and out of the firemen's hands, and a lively scramble followed for its recovery.

The hose wriggled around like a snake, and the onlookers were scattered in every direction, it being necessary for several firemen to fall on the pipe and hold it down before it could be put into operation again. Similar instances of this kind occurred repeatedly during the afternoon.

J. D. Williams & Bro. carried between \$7,000 and \$10,000 insurance with the companies represented by Phillips & Co. This insurance was placed on the stock and fixtures in the offices and wholesale department in the basement of the Henwood building, where the fire started.

The double fireproof walls between the Shopland and Henwood buildings really the barriers between the flames and tons of inflammable material carried in the Williams stores. There are two fireproof doors, one at either end of the massive walls in the basement, which were the means of keeping out the flames from their mad attack on the toys, dolls and other stock in the confectionery.

When the flames started the employees of the wholesale department, located in the basement of the Henwood building, immediately sought to assist the bookkeepers in placing the books of the firm in places of safety, and this was accomplished only after much hard work.

The impression was sent abroad that the candy-making apparatus was located in the basement, and that the flames were communicated from the stoves therein, but this is erroneous. As all that apparatus is located on the top floor of the Williams establishment.

### BOOKS REMOVED.

All the books of the candy firm were saved, and many of them were locked in the safes, which are still in the ruins of the Henwood building. A majority of the employees in the offices and wholesale department, twenty-two in all, lost their change clothing, overcoats, hats, etc., in escaping from the flames.

The flames in the rear of the Henwood building communicated to the rear in the opposite direction, and caused volumes of smoke to flood through the building. The elevator doors at every landing were quickly closed, and several streams were turned into the shaft from the roof of the building.

On each floor a man was stationed, sweeping the flood of water into the shaft, and this alone saved the Shopland building from destruction. It was a close call, however, and much credit is due District Chief Harry Greenwood and the men on the roof for their energetic work at that point.

A portion of the Williams stock in the rear was damaged by water, but their loss is trivial compared to the others in the block. The employees of Williams & Company were kept busy serving hot coffee to the firemen on all sides and materially assisted in fighting the flames, which at one time threatened the building.

At 3:30 o'clock the Williams building in the rear looked to be on fire and additional water force was applied, keeping the flames under control. The streams of water flowing from every side froze rapidly on the wires and timbers and rendered the work of the firemen extremely difficult.

The windows in several of the buildings on the opposite side of the ave-

nue were cracked and broken by the heat and the wires strung along the street in front of the buildings were nearly all broken down.

The news of the fire spread rapidly and every incoming train and street car brought hundreds of spectators to the scene.

The Lackawanna railroad telegraph lines were crippled by the fire and a force of railroad police were kept busy in clearing the tracks in the rear of the burning buildings for passing trains.

### SPARKS FROM THE FIRE.

When the fire was first discovered in Williams' basement in the Henwood building the Williams' employees made strenuous efforts to extinguish the blaze by the use of extinguishers but it was like Mrs. Partington's attempt to sweep back the tide with brooms, and they soon realized it was in vain and rushing into their adjoining basement slammed the massive zinc lined doors and barred the red waves that surged after them.

About 5:15 one of the pipes of the Neptune steamer burst and all attempts to remedy the damage proving ineffectual the old Neptune steamer, now owned by Sheriff Schadt, was brought up and put into service.

The Lackawanna car accountants were all calmly at work when Harry Walsh burst in upon them with his alarming news. A general rush for the door followed, which was stopped by some of the cooler headed ones who led the others calmly to the fire escape.

One frantic youth held desperately on to the book at which he had been working and on being advised by a friend to drop it as it merely impeded his progress, subornly refused. As he was descending the fire escape he dropped the book, and one of the mob below stepped upon it. The flames were hissing and roaring about the young man, and the hot air burned his face but he stopped midway in the air and swore till the air was blue at the offender below. That's the way the excitement affected some of the people.

Dr. C. H. Tilton, the dentist, had a patient in his chair and was busily investigating the latter's dental condition with a small pick, when the warning cry of "Fire" was sounded. With a yell the patient sprang from his seat and with the dentist rushed to the fire escape, hatless and coatless and made their escape from the burning building.

The strength of the wind against which the firemen had to contend, may be conjectured by the fact that burning cinders were carried through the air as far as the corner of Washington avenue and Linden street, where the awning at Chase's bakery was set on fire by a spark. Like occurrences happened at the Newark shoe store and the music store of Guernsey Bros. and office of M. Brown, at 112-114 Washington avenue.

The firemen claim that they were handicapped in fighting the fire by poor hose. Four lengths burst on the Columbus alone. Mrs. G. E. Hill, whose health is in a very poor state, was removed from her apartments over the First National bank, to the Hahnemann hospital during the afternoon in the Lackawanna.

(Continued on Page 8.)